



SILKWOOD
M E D I C A L

The Global Facial Rejuvenation Revolution

As aesthetic nurse specialists with over 20 years of experience, Silkwood Medical's Ginelle Kelly and Marilyn Cassetta have witnessed nothing less than a revolution. This revolution not only encompasses such elements as the conceptual planning of facial rejuvenation and product improvements (like more substantial "super-volumising" and "lifting" fillers), but also the innovative technical application of these products. The results of using these state of the art products and procedures, in concert with the tried and true techniques of the past, are that we can "buy even more time" with cosmetic injectables than ever before. These non-surgical advances are changing the way Ginelle and Marilyn see and treat the face of today.

Here Ginelle and Marilyn describe the revolution and the vast array of solutions that can now be found in achieving non-surgical facial rejuvenation.

Then there was one

Back in the dark ages of the 1980's we had only one product in our arsenal against time. Its name was Bovine Collagen. Used primarily for line-filling, deep fold-softening, and lip augmentation, it was necessary to have an allergy patch test, wait 30 days, and then if okay we'd "fill 'er up". The connective tissue fibres lifted the deficits and smoothed out the crevices. What you filled was what you got no more, no less. Its longevity was limited to 4 to 6 months, even in the hands of the most skilled practitioners. It did the best it could.

Considering its limitations, the use of injectable collagen enabled you, for the first time in the history of cosmetic-surgical culture, to use a safe, non-surgical alternative to the knife; even if the results were not long lasting. It was none-the-less ground-breaking for its time.

The game changers : Pumping up the volume

The revolution in non-surgical facial rejuvenation techniques and products we speak of began, in its earliest days, with the introduction of an organic avian-sourced hyaluronan-based filler. This soon led the way to several non-animal, bio-engineered, visco-elastic gels called hyaluronic acid. The fact that it *hydrates* as well as *lifts and fills* gives you quite a bit more “bang for the buck”, creating more volume replacement to tired, sagging tissues than ever before.

Now, we have moved into the realm of *many* choices of hyaluronic acid based products. They are produced synthetically to replicate our own hyaluronic acid molecules that occur naturally in the skin. These fillers are longer lasting and require no skin testing. Hyaluronic acid gel fillers come in the form of several different “families”; each family having a light, medium, firm, and even an extra heavy-duty strength. These various strengths each have a specific purpose and typical life-span: the lighter, softer gels last up to 6 to 9 months for fine lines and very natural looking lips; the medium gels will usually persist for 10 to 12 months for deeper lines, moderate folds, and fuller lips; and the firmer gels will take you past 12 and upwards of 18 months, for deeper folds to the central face and cheeks.

Introduced more recently are the newest game changers: the super-volumisers. They are the most concentrated versions of the hyaluronic acid gels. They create even more lift and fullness to an aging face, restoring a plump “apple” to the mid-face or a streamlining of sagging jawline and chin areas (one of the more difficult areas to treat with facial surgery). These “super-fillers” will typically last 18 to 24 months with full facial volumising. A hidden benefit (to those who need it) is the ability of the hyaluronic acid gel fillers to be “erased” by an antagonistic enzyme, the “melting of the gel will occur within 24 to 48 hours of injection of the enzyme to the site removing all signs of an undesired outcome.

In addition, we continue to use 2 other products to volumise and lift: Calcium Hydroxylapatite and a lactic-acid based dermal stimulator. The calcium based filler creates a more defined look to enhance the cheekbones using a more structural-type platform (akin to a cheek implant) or for longer-lasting deep curve lifting such as in the naso-labial, marionette or pre-jowl, or jawline areas; as well as augmenting the nasal bridge.

The lactic-acid based dermal stimulator is not a filler at all. Instead, after injecting it to the desired hollow areas of the face, you will massage your face 5 times a day for a week to stimulate your own fibroblasts that will, in turn, create *your own*, new connective tissue fibres. This is a process that requires several treatments, at 6 to 8 week intervals.

Both the calcium and lactic-acid based fillers should persist upwards of 18 to 24 months.

Upstairs/Downstairs

The introduction of injectable muscle relaxants to reduce or minimise repetitive movement that causes wrinkling has been used for over a decade on the upper 1/3 of the face:

preventing or minimising crow's feet, forehead wrinkles, frown lines and creases between the eyebrows.

In the recent past few years, clinical studies and research have paved the way to safely and efficiently freshen and enhance the lower face as well, an area previously considered off limits.

This particular innovation has changed the entire appearance of an aging lower 2/3 of the face, particularly when combined with dermal fillers. Muscle relaxants are now used to open up squinty, lower eyelids; reduce "bunny/ scrunch lines" across the bridge of the nose; flatten flared nostrils; elevate the tip of the nose; lower the lips to disguise a "gummy smile"; lift the corners of a sad or droopy looking mouth; minimise the dimpling of an aging chin; soften the horizontal crease above the chin; weaken the harsh lip lines of the mouth associated with a pursed or tensed upper lip, even to lift the lip borders upwards a bit. It can also flatten obvious neck bands, as well as minimise the "jowly" look caused by a jagged jawline. Even the overused muscles of the jaw (masseters) can be relaxed resulting in a less square, more oval feminine jawline and less night clenching/grinding of the teeth and the morning neck pain associated with it. Sweaty armpits have also become a thing of the past thanks to muscle relaxant injections. Is there anything this product can't do?

It is well understood and documented that muscle relaxers used in conjunction with fillers, when appropriate, will synergistically enhance the duration of *both* products ensuring an even more satisfying outcome for longer.

Bring on the revolution!

Current trends indicate that mid-cheek volumising and mid-face sculpting is a simplified answer for a more complex problem occurring in an aging face. For some, it may buy valuable time in the postponement of, or even the eventual need for, facial surgery. As we age, our bone, fat and muscle continue to diminish in volume leaving the skin free to sag and head southward. This allows the face to essentially drop or flatten out causing loose skin to crease more and cause wrinkles, hollows and folds. In youth, our face is full and plump, our cheeks are defined with a beautiful apple in the centre, our jawline is crisp, defined from the neck, our under eyes are full and not hollowed out.

Until recently the only approach used to treat mid-face volume loss was surgically, with a face-lift or permanent cheek implants, both of which may have short and/or long-term complications. Fat transfers are another traditional method used to lift the mid-face; however problems with uneven or unpredictable reabsorption may occur, with or without associated facial surgical procedures.

What we love in particular about re-volumising the mid-face is that it is a relatively affordable option, with little or no down-time, that results in a very natural looking outcome. You can have as little or as much as you need, when you need it. The cheeks can be treated with minimal entry points using either a sharp needle or blunt cannula. The

products used can be easily moulded and sculpted to create a natural, blended enhancement to the face. This is perfect for restoring youthful facial curves. Under eye volumising can also be achieved with or without cheek volumising.

The global facial rejuvenation revolution is not just about combining muscle relaxants, dermal fillers and volumisers. It is about refining lines, lifting curves and contours, as well as volumising the aging, hollowed, divots and craggy areas and creating a smoother, more freshened natural appearance to your face.

In the past few years we have been using these “super-fillers” to volumise and lift the whole face; but the mid-face, in particular, offers the best visual impact and value for money. It is changing the way we treat the face of today.